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## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

MATZ, et al.

Group Art Unit:

3622

Application No. 10/017,111

Examiner:

ALVAREZ, Raquel

Filed:

December 14, 2001

Title: "Method and System for Targeted Incentives"

## 37 C.F.R. § 1.8 CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence is being facsimile transmitted to the centralized facsimile telephone number (571) 273-8300.

Scott P. Zimmerman
Name of Person Transmitting This Paper

11 October 2005
Date of Transmission

## REQUEST FOR RECONSIDERATION

Mail Stop: Non-Fee Amendment Commissioner for Patents P.O. Box 1450 Alexandria VA 22313-1450

## Commissioner:

The Assignee respectfully requests reconsideration and entry of the following amendment and remarks in response to the July 12, 2005 non-final Office Action. The Assignee respectfully submits that the pending claims already distinguish over the cited document to *Knudson*.